

# GEARTAP ways of seeing.

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## How has John Berger demystified European Traditional Painting?

John Berger demystified European traditional painting by stating that paintings are more commonly than not created as a celebration of having private property. European traditional painting is also demystified by showing that art is made for people to also possess a representation of the intangible. This representation of the intangible is important to them because the Renaissance inadvertently created the practice of materialism into the people with higher social classes.

## How has he connected publicity with art?

He has connected publicity with art by showing how European traditional painting is similar with publicity in terms of the art elements used but the European traditional painting is used with a different purpose. The European traditional painting used the painting to show the owner's wealth while the publicity is meant show a life that is better than the life than the one that is subjected to publicity has.

## How has publicity affected our life?

Publicity has affected our life by giving us desires on object that we would normally ignore. In other words, publicity has fueled our consumerism by making us seek things that we would usually ignore.

Another thing to note is that publicity strikes us at our primal urges. Publicity targets us at our unconscious desires and makes us associate the fulfilment of our primal urges if not by the product publicized, by another product of the same category.

Furthermore, publicity creates the narrative that convoluted problems could be solved by simply possessing the object that is being advertised.

As could be seen from the juxtaposition between the Pakistani refugees and publicity, publicity makes us feel numb about both of those things. The existence of publicity on the same magazine with the Pakistani refugees makes us see the plea of help in a cynical light; the plight of the Pakistani refugees is used to advertise a life that a person should not have anymore.

## How do you think will this documentary help you in understanding your topic on the group discussion better?

This documentary will help us in understanding our topic (art, history, and change) on the group discussion better by giving us the idea of looking at architecture in terms of publicity. The documentary allows us to see architecture (especially eccentric ones) as something that is created either to show the wealth of the owner or to sell the idea of a more luxurious life.